Ōrewa Town Centre parking changes

Engagement summary report

9 October 2026, Version 1.0

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Executive summary

The Ōrewa Town Centre parking proposals were developed in response to increasing demand for parking in the town centre, driven by significant population growth and ongoing pressure on limited parking supply.

Between 22 June and 23 July 2026, community feedback was sought on two paid parking options developed in partnership with the Hibiscus and Bays Local Board and Destination Ōrewa Beach Business Association. 1,250 submissions were received, with most respondents from the Hibiscus and Bays area.

Community feedback showed a strong preference for retaining free parking wherever possible.

However, when choosing between the two options presented, respondents preferred Option B. Option B proposed fewer paid parking spaces focused on the busiest parts of the town centre, while Option A proposed a wider distribution of paid spaces, around business locations where longer parking may be desired.

Feedback confirmed parking availability remains a challenge in parts of the town centre, particularly on the streets proposed for changes, with Hibiscus Coast Highway also identified as a high-demand location.

Most respondents said they typically park for less than two hours, supporting the existing time-limited parking approach. Some users, including those attending medical appointments, community activities and longer visits, advised they require greater flexibility.

Feedback generally aligned with the parking occupancy analysis, which identified high parking demand in key town centre locations.

Respondents highlighted the importance of maintaining affordable and accessible parking, supporting local businesses, improving parking turnover and requesting greater enforcement.

Destination Ōrewa Beach Business Association supported Option B, noting its focus on the highest-demand areas while retaining substantial free parking elsewhere in the town centre.

Additional suggestions, including making Bakehouse Lane one-way, were also received and are being investigated for further discussion with the local board.

Project overview

Ōrewa is growing and changing, and this is affecting how easy it is to access the town centre.

We've been working with Hibiscus and Bays Local Board and Destination Ōrewa Beach Business Association (Business Association) to improve parking in Ōrewa Town Centre. A recent parking review found that parking is in high demand most of the time.

Between the last two censuses Ōrewa's usually resident population increased from 10,242 to 13,105 (+2863 or 28%) and the surrounding suburbs are also growing significantly. Demand for space, of many types, has been increasing for many years and continues to grow as the seaside centre becomes even more desirable.

Spaces in the most convenient locations are often full, and some are occupied for long periods despite being intended for short-stays making it difficult for visitors to find a space. It also means people who have appointments for longer than the two-hour parking limits in the town centre are at risk of fines.

Parking forms part of the wider transport system, and we manage it to support access to town centres. We want to make it easier for people to visit the area, access local shops and services, and support local businesses.

We asked the community for feedback on two paid parking options focused on the busiest parts of the town centre. Option A proposed 75 paid parking spaces and Option B proposed 58 paid parking spaces. Under both options, charges of $1 per hour would apply from 8am to 6pm, seven days a week, with 10 minutes of free parking to enable people to start a paid parking session.

Most parking in the town centre would remain free, with current two-hour time limits continuing to apply.

A growing town and increasing demand

Ōrewa's attractive beachside location continues to draw both residents and visitors, increasing demand for access to the town centre and its parking facilities.

Looking ahead, Statistics New Zealand projects further population growth across the Hibiscus and Bays area, which did not include the recent fast-track approval of a 1,200-home development in Ōrewa.

As Ōrewa and the surrounding area continues to grow, demand for town centre parking is likely to further increase. This growth is expected to bring more families, workers and visitors to the area, making it increasingly important to ensure parking is available and used efficiently.

Engagement summary

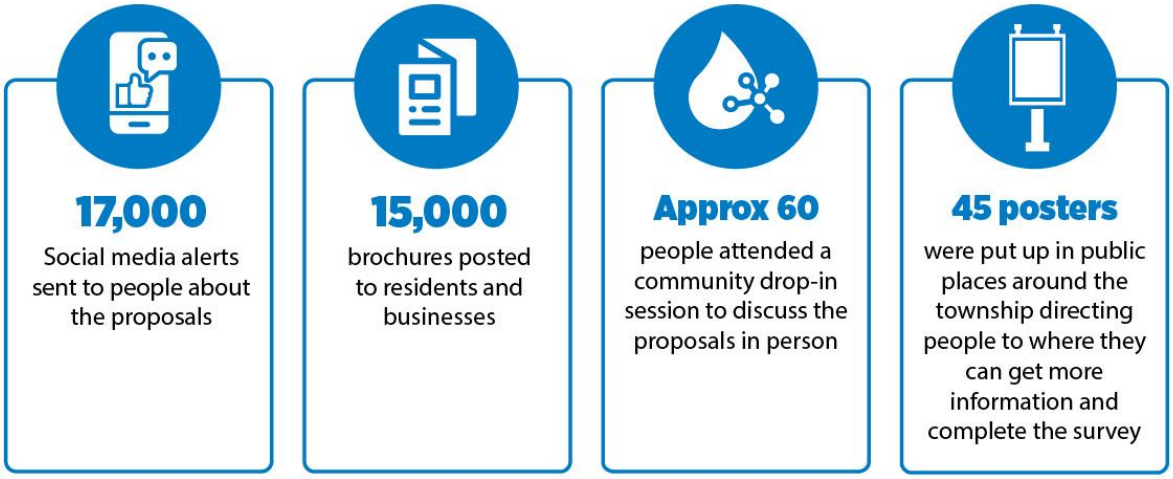
From 22 June to 23 July 2026, we asked the public for feedback on the proposals which were worked on with the Hibiscus and Bays Local Board and the Destination Ōrewa Business Association Board.

1217 people completed the online survey. In addition, 33 emailed us to provide feedback directly or completed paper surveys which we have also analysed. Most people who provided feedback live in the Hibiscus and Bays Local Board Area. The next largest group lives in the Rodney Local Board area.

The key points include:

- **Preference for Option B:** While it was clear from the feedback that most people would prefer no paid parking, the feedback identified which of the two options were more likely to be selected by the community, and the reasons why these options were selected. Option B was selected by 750 respondents, compared with 226 who selected Option A. 258 contributors did not choose a preference, choosing to provide comments instead.
- **Agreement on busiest streets:** 468 people agreed, based on their experience, that the streets identified in the survey are the most difficult to find a parking space. 388 were unsure, while 297 disagreed that they are the most difficult to find a car park. A large number of people also noted that Hibiscus Coast Highway was a particularly busy street where it was difficult to find a parking space.
- **Business Association preference for Option B:** Destination Ōrewa Beach Business Association preferred Option B. The Business Association supported the proposed hours and price, stating that the charge could encourage turnover without deterring visitors.
- **Wide variety of feedback on positives and negatives:** Many said both options would negatively affect businesses or encourage customers to go elsewhere. Others believed Ōrewa would continue to attract visitors because of its distinctive character and the continued availability of free parking.

Here are some of the ways people heard about our proposal:

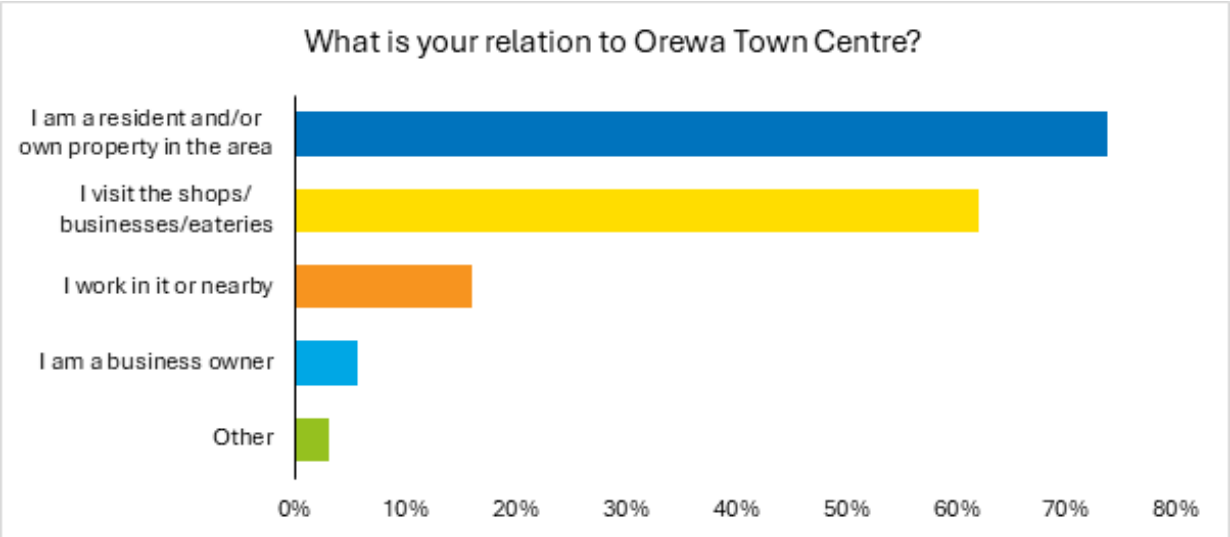


The proposals attracted local media attention, with Local Matters publishing two stories on the proposal:

Parking changes proposed for town centre - Local Matters
Auckland Transport receives pushback on Ōrewa parking review - Local Matters

Who we heard from

- Nearly everyone who responded to our survey were locals. They were most likely to live in the Hibiscus and Bays Local Board area (83.4%), and the neighbouring Rodney district (14.3%). Between the 2018 and 2023 censuses, the town's population increased from 10,242 to 13,105 people, a boost of 2,863 residents (28%). Growth across the wider Hibiscus Coast catchment was also significant, increasing by more than 17%.
- Most respondents were female (64.5%), and Pākehā/NZ European (84.5%). Respondents identifying as Māori (6.4%) closely aligns with census data for the area.
- We received feedback from across all age groups and ethnicities, also closely aligning with the census data.
- Nearly everyone had a close connection to this town centre. Most people live here, and visit the town centres shops, businesses and eateries.



Feedback on ideal time limits

1153 responses

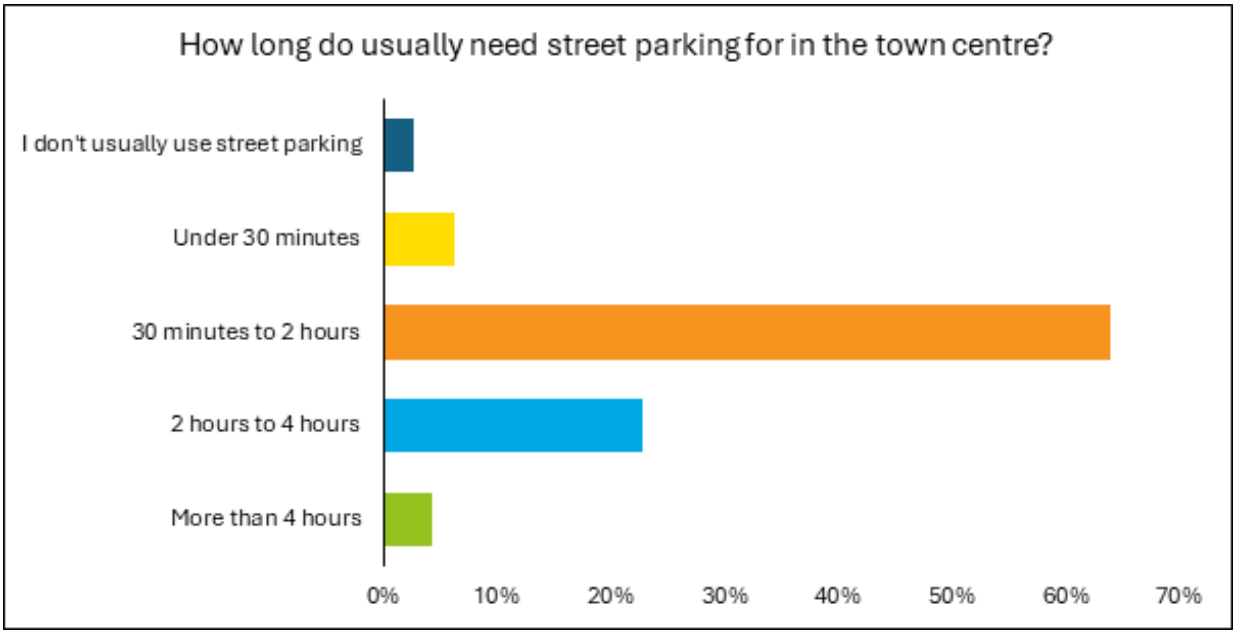
There is currently two-hour free on-street parking throughout the town centre. This time limit applies to just over 400 public parking spaces. It excludes private parking such as at supermarkets and other businesses which provide parking for their customers, as well as beach parking which has no time limit nor other nearby free parking spaces that do not have time limits.

Our parking survey was completed in February 2024, just outside of the busy summer holiday period. It found that the average parking time is 1hr 45 minutes, that staff moved vehicles during the day to avoid the risk of a fine reducing availability for visitors, and that the length of stay is much the same during the weekend.

This survey question sought to confirm whether the existing time limits are suitable to meet the needs of visitors.

We asked people to tell us how long do you usually need street parking for in the town centre.

- The majority indicated that they usually park for 30 minutes to 2 hours (789 people), while the next largest group, of 229 participants, usually need 2 hours to 4 hours.
- There is currently 2-hour time-limited parking available, which means these people are likely to move their cars at least once per visit, or risk fines.
- The enforcement data also aligns with this feedback, which indicates most people follow the time limits, and move their car before the 2-hour time limit ends.
- Considering the noticeable number of requests from people throughout this survey to 'just enforce the existing parking rules better', we looked at the enforcement levels again to determine if changes could be made in lieu of paid parking. Current enforcement levels are comparable with other Auckland town centres.
- Ōrewa is enforced using a mixture of beat officers and camera cars. Camera cars visit most days and beat patrols three to four times a week. It is common to have both deployed to Ōrewa on the same day. When this occurs, beat officers generally focus on off-street carparks and angle parking areas, while the camera cars monitor other parts of the town centre.



Feedback on preferred option

1153 responses

This question generated substantial feedback from the community. We understand that, when given the choice, most people would rather not pay for parking, even for convenience or to reduce the risk of a fine.

Under the proposals, most public parking in Ōrewa Town Centre would remain free, with the 2-hour time limits remaining in place.

We proposed two options.

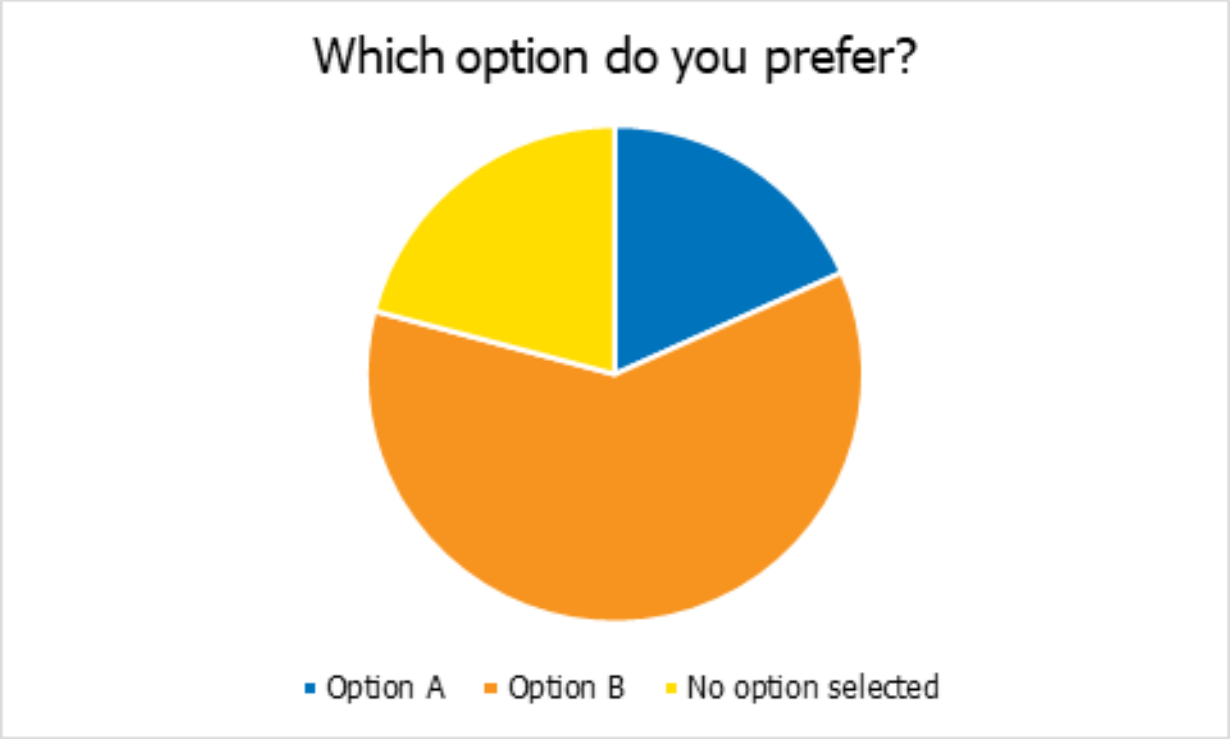
Option A proposed paid parking for 75 parking spaces in busy areas, spread throughout the town centre, none directly outside businesses but close to a variety of businesses.

Option B proposed paid parking for 58 parking spaces in the busiest areas. Free parking with 2-hour time limits would still be available in these areas.

The intended outcome is to ensure there is more reliable access to parking as the area continues to grow. Changes to parking will help keep spaces turning over to support businesses and visitors.

We asked people to tell us which option they preferred. We also made an amendment two days after launching the survey so that people could provide feedback without selecting an option.

- 226 people (18.3%) selected Option A
- 750 people (60.8%) selected Option B
- 258 people (20.9%) did not select an option



*Note: This question was originally compulsory; participants had to select either Option A or B in order to submit their survey. Addressing early feedback, this question was changed at 9:51am on 25/06/26. 421 people (34%) provided a response before this change was made, with 828 people (66%) submitting after the change. 128 people (30%) noted that they selected the option they did because there were no other options available.

Based on this, we have assessed the feedback in two groups, noting similarities and differences below.

	Pre-question change 421 responses	Post-question change 828 responses
Why people selected Option A	People were likely to select this option if they visited locations nearby that required longer parking times (hairdressers, medical appointments). They appreciated the spread of locations so that they could have multiple options to park. They also saw value in paid parking increasing turnover in locations of high demand that didn't require much time (banks).	Feedback was similar to those who responded before the survey changed. People noted they selected this option because it had less impact on users of the community hall. They also noted that having a wider spread of locations would help those with mobility issues who were unable to walk as far.
Why people selected Option B	People were likely to select this option as it has the fewest number of paid parking spaces. One third of people who selected this option noted that they were forced to select this option, as respondents had to make a choice to complete the survey. There was also an acknowledgement that this option focused on areas that were hardest to find a park.	Feedback was also similar to responses before the survey change, with many people indicating they selected this option because it is the most concentrated, which meant it was the easiest to remember which areas were paid parking. There were concerns that the weekend markets could be impacted.
Awareness of parking problem	People noted that they see staff parking for long periods near their places of work. We also heard from staff who work in the town centre that would appreciate longer stays due to working in the area and preferring to park near where they work. It was noted that there is no suitable parking that allows for long appointments followed by a coffee or shopping. A long appointment can be 3+ hours.	In addition to people noticing staff using car parks for long periods of time, they suggested an education campaign by employers to encourage staff to park further away to help customers access the centre. Others suggested the only time there are parking problems are at the weekends and over summer due to visitors. Greater enforcement was a common suggestion. A point made several times indicating awareness of current problems called for more parking, including suggestions for a parking building to be built.
Preference for keeping parking as it is	People noted they preferred no change as they wanted to maintain as much free parking to help pull visitors in to support businesses. There were comments that parking is difficult enough without having to pay for it. Simply put, people said that they prefer free parking.	Many people noted that they have not had a problem finding a parking space in the town centre and are happy with the way things are. Other prominent reasons were that both options have downsides being personal cost and the risk of businesses losing customers if they have to pay for parking.
Proposed price	People noted that they would happily pay $1 hour for parking to ensure they can get a parking space. There was acknowledgement that nobody likes paying for parking but there is a need to be realistic and support the town centre, and as long as the price is reasonable then it is manageable.	Few people commented on the price, but most who referred to the $1 per hour felt it is reasonable and affordable. The comments ranged from 'totally reasonable' to '$1 an hour is steep'. The Business Association Board consider the price to be a reasonable cost for customers and visitors, affordable, unlikely to deter people from visiting, and provides an incentive for greater parking turnover.
Financial concerns/elderly population	People indicated concern about the economy and noted that they didn't feel it was the right time to introduce more costs. There was a perception that this would penalise the elderly in Orewa who might have no choice but to drive due to mobility issues. People felt that it was not fair to punish those who have been in the community for a long time and have not planned for this change.	People were concerned elderly residents were already finding it hard to park close to where they want to go. People told us that they felt the proposals were simply a money-making measure, while people in the area are already paying high property rates. Concern for household finances were also mentioned, and the cost of living was mentioned multiple times.
Payment options	People commented that not everyone has a smartphone or a data plan, which takes the parking app off the table as a way to pay. There was also comment that debit/credit card fees would be another deterrent for some people paying, and not everyone has a tap and go debit card to pay.	The themes, again, were similar noting the older population not being familiar with phone apps, which would limit their ability to pay. The only other option to pay being a debit or credit card with a transaction fee was cited as a deterrent by people we heard from.

Some examples of the comments we received

Preference for Option A

More widely distributed pay spaces so better access to parking around the town centre.

It frees up my visitors to choose the amount of time they want to park at a low cost.

Preference for Option B

Less confusing for visitors. Option B has the paid areas close to each other.

It is the best of two bad options

In general

It's just going to make it more difficult for people who work in the area to find parking.

The council should lease part of New World and Woolworths car parks and put in paid parking at $1 per hour.

I think $1/hr is too cheap and will not dissuade people from parking longer.

Retail is going to suffer and people will not enjoy themselves but have to hurry all the time. No to all of it.

Paid parking is not going to make much difference… monitoring the 2-hour limit is a better option. It's really only weekends that parking is a problem.

Just enforce the parking time limits.

A reminder of the situational assessment, and the proposal

- Our parking survey was completed in February 2024, just outside of the busy summer holiday period. It recorded an average parking time of 1hr 45 minutes, with very high occupancy throughout the town centre. It noted that staff moved vehicles during the day to avoid the risk of a fine reducing availability for visitors, and that the length of stay is much the same during the weekend. In simple terms, the town centre is very busy, most of the time.
- Reviewing the parking situation with the Business Association, we heard that the association has encouraged staff to park outside the town centre for many years.
- In terms of cost, $1 per hour is one of the lowest rates charged by council. Paid parking is an established parking management tool used in other Auckland town centres where parking demand is high. Paid parking is monitored and the price can be amended based on demand.
- The current proposal is for between 58 and 75 parking spaces of the 400+ council-managed town centre parking spaces. It does not include parking provided by businesses, or beach parking, which provide an additional 1,100 parking spaces for visitors. Most parking spaces under both proposals would remain free, giving people a choice in where they park.
- In the case where special events reserve public carparks and spaces (such as the Ōrewa Beach Farmers Market which operates on Sunday in Ōrewa Square), affected parking spaces would be managed by the market operator.
- The Business Association notes the success of any paid parking will depend on consistent and visible enforcement to act as a genuine deterrent to overstaying and suggest a maximum time limit rather than just price alone be considered to help achieve desired turnover in key customer parking spaces.

Feedback on the busiest streets

1153 responses

Our parking analysis showed high demand for parking spaces at peak periods throughout the town centre. An occupancy rate of 85% is typically used as the point at which parking changes may be considered to support turnover and access to local businesses. This is consistent with Auckland's Room to Move Parking Strategy.

Roads that were at, or exceeded, 85% include Edmund Hillary Square, Ōrewa Square, Hibiscus Coast Highway, Florence Ave, Lowe Place, Keith Morris Lane, Bakehouse Lane and part of Moenui Ave. Other areas where occupancy is between 70% and 85% include the rest of Moenui Ave, Tamariki Ave and Moana Ave.

The parking survey was undertaken in February 2024, and feedback from the Business Association confirmed that demand had not eased. In fact, it had continued to increase, which is consistent with wider growth in the area putting pressure on the town centre.

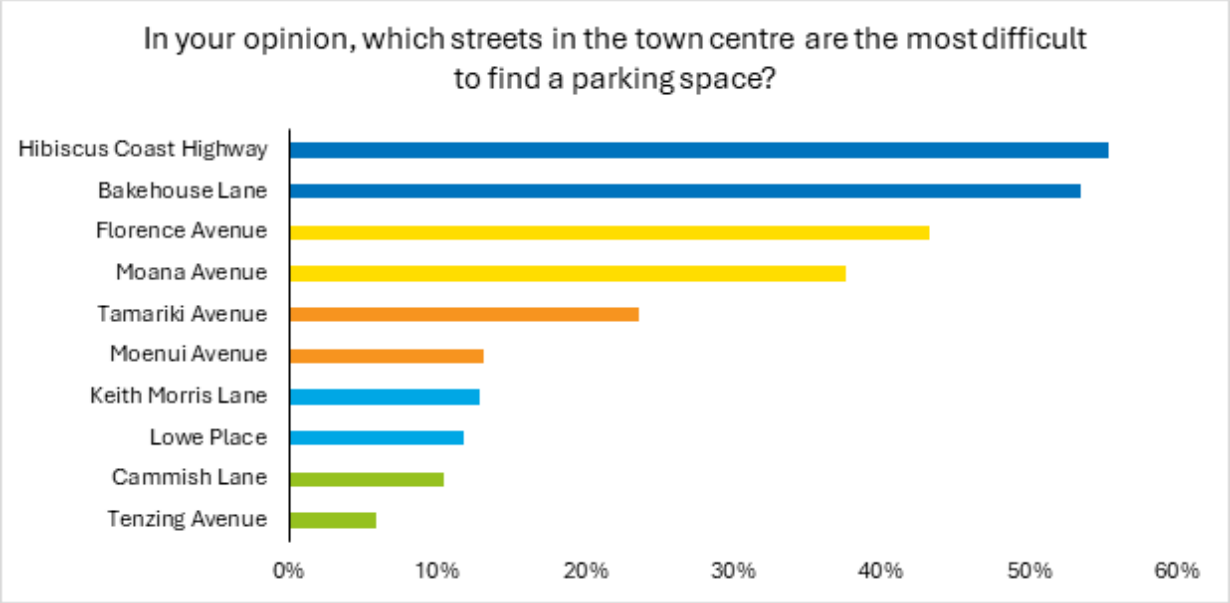
The survey sought to address whether we had selected the correct streets for paid parking, to ease this pressure.

We asked people to tell us, based on their personal experience, have we selected the streets where it is most difficult to find a parking space:

- 468 people (40.6%) agreed that this proposal selected the streets where it is most difficult to find a parking space.
- 297 people (25.8%) disagreed with the street selection.
- 388 people (33.7%) were unsure about the street selection.

We also asked people to tell us, based on their personal experience, which streets in the town centre are the most difficult to find a parking space. This question was only presented to participants who said 'no' or unsure' in the previous question.

- Even though this group of people didn't agree or were unsure about the street selection, a large number of people agreed that is always difficult to find a parking space on Bakehouse Lane.
- Hibiscus Coast Highway was also identified by this group as another place that it is difficult to find a parking space. This proposal did not include changes for Hibiscus Coast Highway due to the small number of parking spaces available in the town centre.
- Florence and Moana Avenues were also identified as streets that are difficult to find a parking space, which is reinforced by our parking survey.

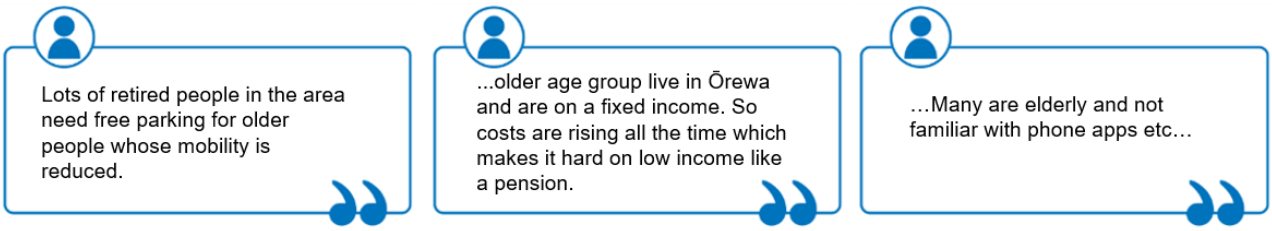


Feedback snapshot from people aged 65+

106 respondents identified as 65+

We heard concern from people about the impacts of this on Ōrewa's elderly population.

Some of the specific comments from those who completed the survey are:



Given this, we reviewed feedback from 106 people who indicated they were 65+ and found that feedback from this group is largely aligned with feedback from other age groups.

Speaking with people in this age group at the community drop-in, we heard that a large number of people use the adjacent community centre regularly for activities, particularly regularly scheduled events organised by the Senior Citizens Association, especially social events scheduled for longer than two-hours.

Under both options, there would still be some free two-hour parking in Ōrewa Square, enabling them to continue using these spaces as they are now.

Most people aged 65+ who completed our survey indicated that they need street parking for two hours or less.

- 42 people (39.6%) park for less than 30 minutes
- 34 people (32.1%) park for 30 minutes to 2 hours
- 4 people (3.8%) park for 2 to 4 hours
- 5 people (4.7%) park for more than 4 hours
- 21 people (19.8%) did not answer this question

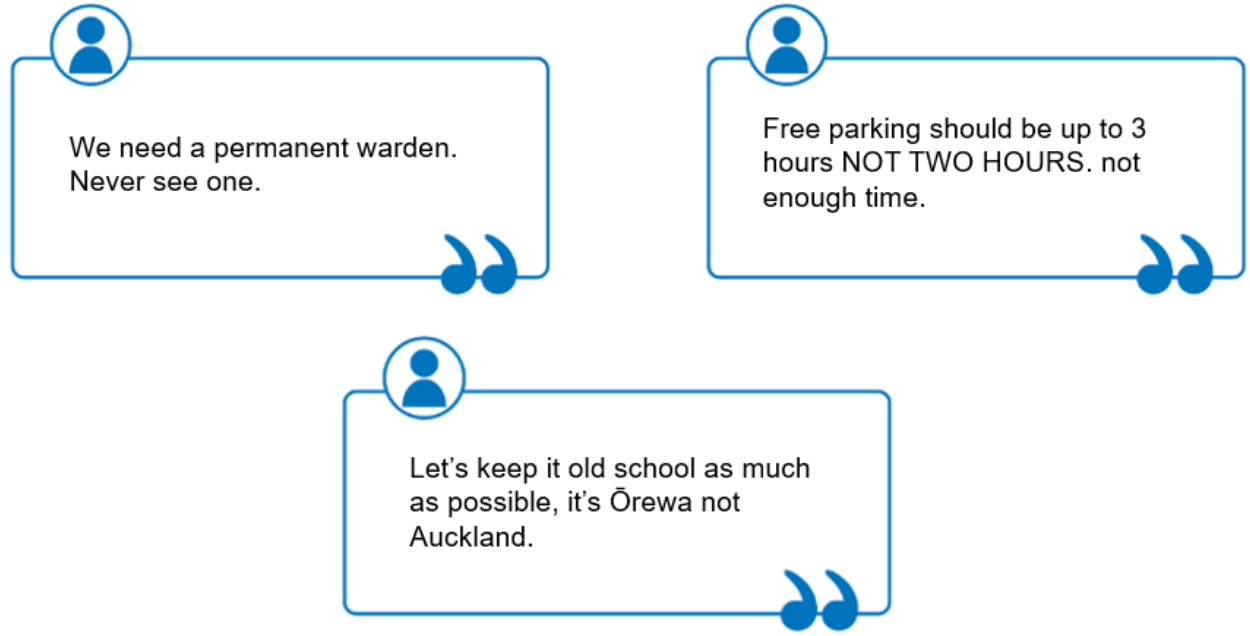
Approximately twice as many people aged 65+ agreed (vs disagreed) that the proposals selected the streets where it is most difficult to find a parking space.

- 40 people (38%) agreed (compared to 40.6% of total survey respondents)
- 23 people (22%) disagreed (compared to 25.8% of total survey respondents)
- 42 people (39%) did not answer this question

Of the people who identified the roads they thought hardest to find a park, 5 said Bakehouse Lane; 5 said Moana Avenue; 4 said Florence Ave; 3 said Hibiscus Coast Highway; 2 said Lowe Place; 2 said Tamariki Avenue, 1 said Cammish Lane, and 1 said Moenui Avenue. No one from this age group selected Tenzing Avenue or Keith Morris Lane.

The top four are the same as the overall responses, in a different order, and from very small numbers.

In addition to the consistent comments about enforcing the current time limits, preference for no paid parking, and in their experience don't have problems finding a parking space, people aged 65+ told us:



Three people mentioned mobility parking; one whose caregiver uses a mobility vehicle; one with a mobility pass; and one with mobility issues with feedback ranging from paid parking restricting access for mobility vehicles, to struggling to find a mobility park with their pass.

Other survey feedback

At the end of the survey, people had an opportunity to let us know about anything else relating to parking, or this proposal. This included feedback on the parking zone modification, or any other parking issues for the town centre.

Feedback not already covered by the review and proposed changes is summarised below:

- **Bakehouse Lane:** A large number of people noted that this road is too narrow and that parking should be removed, or this road converted into a one-way street.
- **Hibiscus Coast Highway:** Some asked us to make parking changes to this road, however there are few on-street parking spaces in the designated town centre. A few suggested adding angled parking near the surf club.
- **Pedestrian crossings close to roundabouts:** A few people mentioned that pedestrian crossings are too close to roundabouts.
- **Broken yellow lines (BYLs):**
    - Remove BYLs on Alice Road.
    - Add BYLs on Florence Avenue (by #60).
    - Add BYLs on Doment Cresent for safety and congestion.
- **Moana Avenue right turn ban:** A few people suggested that traffic turning right out of Moana Ave onto Hibiscus Coast Highway be banned due to safety, allowing only left hand turns only.
- **Motorbike parking:** A few asked us to convert the motorbike parking outside restaurants to regular parking due to loud/frightening noises of bikes switching on, while others asked for more motorbike parking to be added in the town centre.
- **Cycle parking:** A few asked for more cycle parking near the shops.
- **Elderly/parent + baby parking:** It was suggested that parking spaces are created to help provide additional access for elderly that don't qualify for a mobility card, and for parents with young children.
- **Wider enforcement:** A few noted that vans, boats, trailers and other vehicles use the streets around the town centre as a sales yard, which limits parking for beach visitors. No parking on berm signs were requested for Kinloch Reserve. People also suggested we enforce private supermarket carparks (which is not possible) and the library (which is possible in the future).

Based on this feedback, we are now investigating:

- Whether Bakehouse Lane should be converted to one-way, and/or whether parking could be reconfigured.
- A pedestrian crossing near a roundabout and whether pedestrian safety was part of what was implemented, then if changes could be helpful.
- Broken yellow lines / no parking areas on the residential roads suggested outside of the town centre.

We do not recommend investigating further:

- Hibiscus Coast Highway parking and access as work is already underway around the Surf Club
- Hibiscus Coast Highway - parking of large vehicles including campervans, which, if they have a current warrant of fitness and registration, is legal.
- Changes to mobility spaces. Those with a mobility permit are still able to use other parking spaces (free or paid) if this is more convenient for them. Mobility card holders receive additional concessions in general parking spaces when displaying their permit.
- Motorbike parking as it is limited and removal from outside cafes on Hibiscus Coast Highway would create very few single car parking spaces. The noise consideration is short-term as bikes pull up or pull out, and the same could be said for noisy cars.
- Cycle parking as people already have multiple places to lock up their bikes around the town centre.

- Elderly / parent + baby parking as these are not something we can enforce under current legislation. They are a courtesy of private businesses where they exist.
- Wider enforcement, as the current routine has camera cars patrolling multiple times per week, often overlapping with beat patrols. Infringement notice data indicates a high level of compliance with current rules.

What we heard in person

We visited the community in-person twice, to provide opportunities to learn about the proposals and hear perspectives face-to-face. We visited the Ōrewa Beach Farmers Market on Sunday 5 July, and attended a Local Board Plan feedback session at the Ōrewa Library on 18 July.

The in-person conversations were reflective of the online conversations, with the initial reaction mostly negative toward paying for parking, although several people commented that they better understood the proposals after talking them through with us, with one person telling us: “Well that’s not too bad is it”.

Several also changed their opinion of a preferred option from B to A when they better understood the purpose of the design to provide more options throughout the town centre for different types of visits and businesses.

Below is a summary of what we heard:

- **Preference for no change.** We heard a number of people say: “I've never had a problem finding a park,” and “It will be bad for businesses”.
- **Agreement there are problems finding a parking space.** A number of people also told us that they hadn't driven in that day, choosing to walk or cycle instead, because they found it hard to find a space. One person suggested: “Make the whole area paid parking”.
- **Concern about Ōrewa Square.** We heard concern from a number of people about what would happen in the square, as the parking is used often by retirees attending daytime events in the community hall. We also heard concerns about whether stall holders would have to pay twice if their stall was in a paid parking space while the Sunday market was operating.
- A query on **mobility spaces.** One person asked us about adding more mobility spaces, however after speaking to the parking design team lead, confirmed that the town centre has a large number of mobility spaces that they could use.
- **Concern about financial impact** on the community. We heard that people would rather not have paid parking near MSD on Florence Avenue, and that this was a very challenging year for people financially.
- **Agreement that staff were taking up too many spaces.** People agreed that they saw employees parking in the town centre frequently, often for long periods of time. Branded work vehicles being inconsiderate were mentioned more than once.
- **Another look at Hibiscus Coast Highway needed.** People told us that we should have included HCH in the paid parking proposal as it was always difficult to find a parking space there. We also heard that trucks and campervans park further along the beach (away from the town centre) and take up too many parks and block views of the beach (they are allowed to do this if they have a current WOF and Rego).

Wider stakeholder feedback

Destination Ōrewa Beach Business Association

The Business Association's Board has indicated that it prefers Option B, which includes 58 parking spaces changing to paid parking. The Board submitted:

- Restricting paid parking to daytime hours will encourage turnover during peak retail trading while ensuring evening visitors to cafes, restaurants and other hospitality businesses are not discouraged from visiting.
- The price point is affordable and is "unlikely to deter people from visiting" and "provides an incentive for greater parking turnover".
- Success of any paid parking will depend on "consistent and visible enforcement to act as a genuine deterrent to overstaying" and "suggest a maximum time limit rather than just price alone be considered to help achieve desired turnover in key customer parking spaces".
- The Business Association board is prepared to monitor business data to gauge any impacts of change and is comfortable with Auckland Council making adjustments to the plan as needed in the future.